

THE Institute of Hygiene



BRITAIN'S GREAT
AUTHORITY ON THE
SAFEGUARDING OF
HEALTH

has for **NINE** years
approved of

CRAVEN "A" and its famous **CORK** tip

**Read this extract from the full report
which proves our claims—**

"The cigarettes were found to be well and evenly packed with tobacco, and the cork tips may be regarded as an addition of hygienic value, as they help to eliminate the trouble arising from saturation of the end of the cigarette with moisture from the mouth. The tobacco was noted to give a "cool" smoke of a nature which should tend to prevent undue irritation of the mucous membrane."

DON'T confuse Craven "A" with ordinary Cork-Tipped Cigarettes. The first real cork-tipped cigarette in these Isles was made by us. The cork tip was put on for a definite reason, as is explained below.

These **8 POINTS EXPLAIN AND EMPHASIZE**
the truth of Carreras' Advertising. You will not find
all these facts combined in any other cigarette

TOBACCO

Proportionate blending of 100% pure
matured Virginia tobacco—A MILD
Virginia for DELICACY, FULL
STRENGTH Virginia for BODY,
VERY RICH Virginia for FLAVOUR.
And ANOTHER solely for its
BOUQUET. In the blending of these
tobacco Carreras' EXPERIENCE and
FORMULAS are unique.

SAND

Craven "A" have the only complete
dust extracting plant of its kind in Great
Britain. It is a process exclusive to
them. Tobacco grows in sandy soil, and
the fine particles of sand adhere to the
leaves. We get rid of this sand when
making Craven "A" because this sand
would get hot and would come into the
mouth, thus causing mouth and throat
irritation.

PAPER

The tobacco is wrapped in the very
highest quality British paper, certified
by an eminent analyst to be made from
pure materials free from harmful ingre-
dients or injurious acids.

STAIN

The Craven "A" Cork Tip does not
allow tobacco stain to come through to
the fingers or the lips, an obvious
advantage to every smoker.

CORK

The Craven "A" Cork Tip is velvet
smooth, and is made of PURE
NATURAL Cork, Hygienic and Water-
proof. It is fast by an exclusive
Carreras' Special Process—it binds the
end of the cigarette firmly and prevents
the loose strands of tobacco from
entering the mouth and throat. Craven
"A" Cork Tip does not stick to the lips.

COOL

Our Cork Tip, by being waterproof,
absolutely prevents the tobacco from
becoming damp and generating heat.
Craven "A" smokes cool from the first
puff to the last. It does not allow
moisture to set up chemical action in
the tobacco and so affect the saliva with
harmful results.

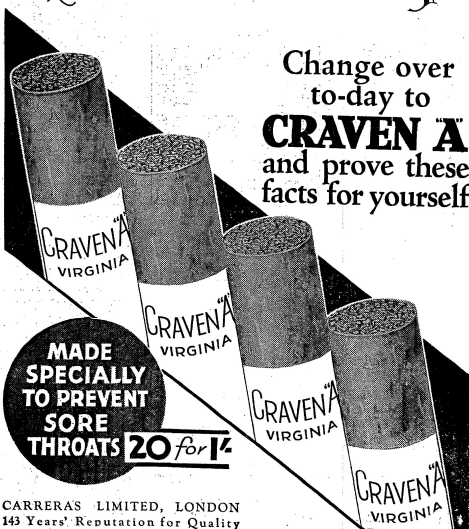
JUICES

The Craven "A" Cork Tip prevents
the moisture from the mouth from
dampening the tobacco, so that no
tobacco juices enter the mouth or
throat. Smokers and singers smoke
Craven "A" for this reason alone.

THROAT

All these points explain the reason why
the perfect Craven "A" cork-tipped
cigarette does not injure your throat.
You can smoke as many as you like
without any harmful effects whatever.

Change over
to-day to
CRAVEN "A"
and prove these
facts for yourself



CARRERAS LIMITED, LONDON
143 Years' Reputation for Quality

Craven "A".

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